

## ABSTRACT OF THE DISCLOSURE

A knowledge network and semcards enabling intelligent matching of offers and requests, involving all types of information and knowledge, including information such as classified ads, data about products and services, or knowledge, expertise, ideas, suggestions, opinions, and other forms of tacit knowledge is described. The invention is capable of intelligent matching of offers and requests, involving all types of knowledge: information, ideas, suggestions, opinions, products, services, jobs, events, people, skills, etc, using semcards and semcard-like structures, creating a bi-directional marketplace on the Internet, desktop or intranet. The invention enables parties to search and do marketing in the same way, in the same environment.

A semcard can be designated as an offer or a request. When the semcard has been specified to the user's satisfaction it can be test-posted. Using semantic routing, semcards that represent offers, requests, and queries, can be routed semantically between nodes on the network. The routing profile describes salient features of the semcard, as deemed necessary for supporting efficient routing of semcards. Collections of semcards can also be matched or compared in a knowledge network. Users can also create new semcard templates or extend the ontology, and share these extensions with other users in the network.

In another aspect of the invention, the semcard management application provides statistics on phenomena such as supply and demand trends for particular types of offers, requests and semcards, number of users with a particular interest profiles, number of potential matches for particular advertisements, and distribution of the user population along multiple dimensions.